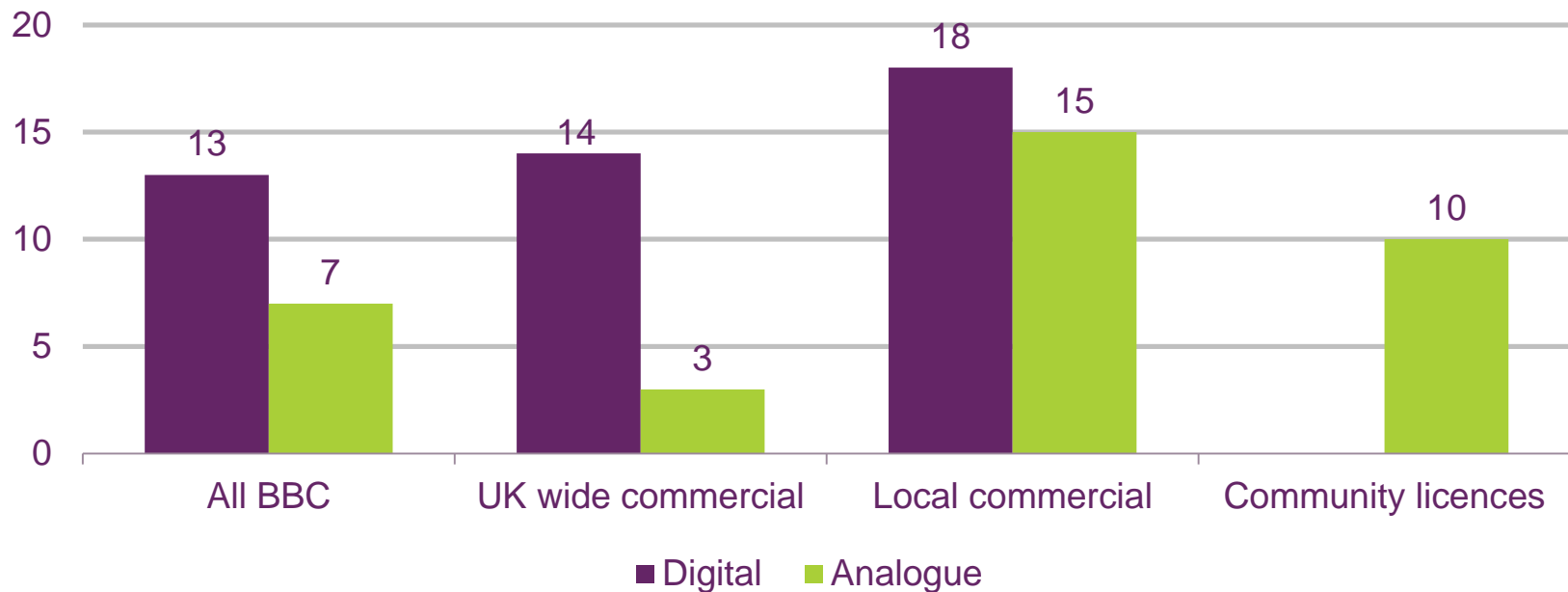


WALES CMR 2015 - chart pack

# 3. Radio and audio

## Figure 3.1

### Radio station availability in Wales



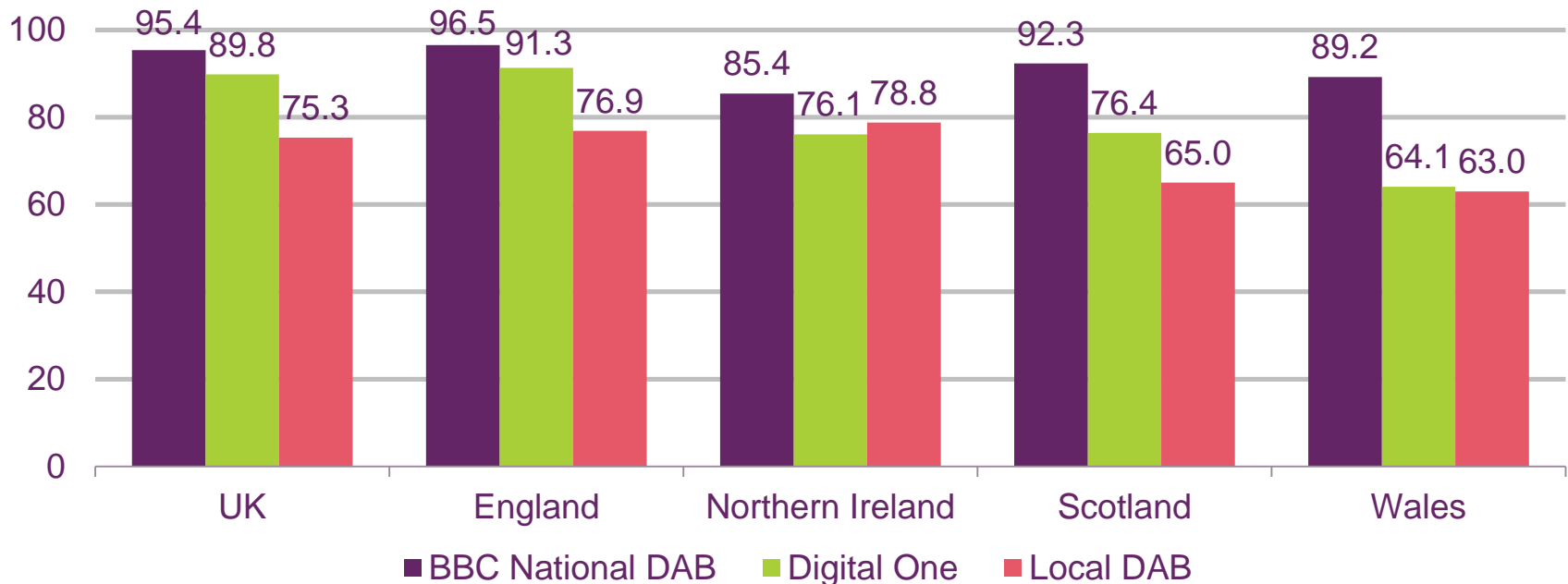
Source: Ofcom, April 2015

Note: This chart shows the maximum number of stations available; local variations along with reception issues mean that listeners may not be able to access all of these

## Figure 3.2

### Household coverage of DAB

Household coverage (%)

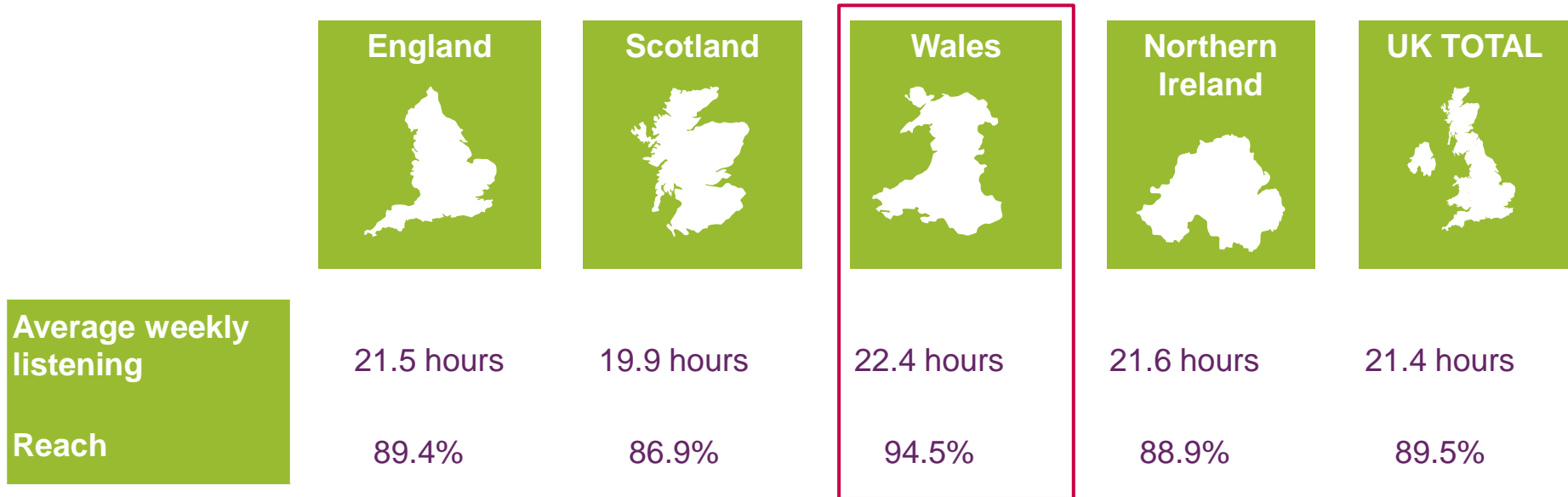


Source: BBC, Arqiva, Ofcom, June 2015]

Note: BBC figures indicate coverage at the end of 2014

## Figure 3.3

### Average weekly reach and listening hours: 2014

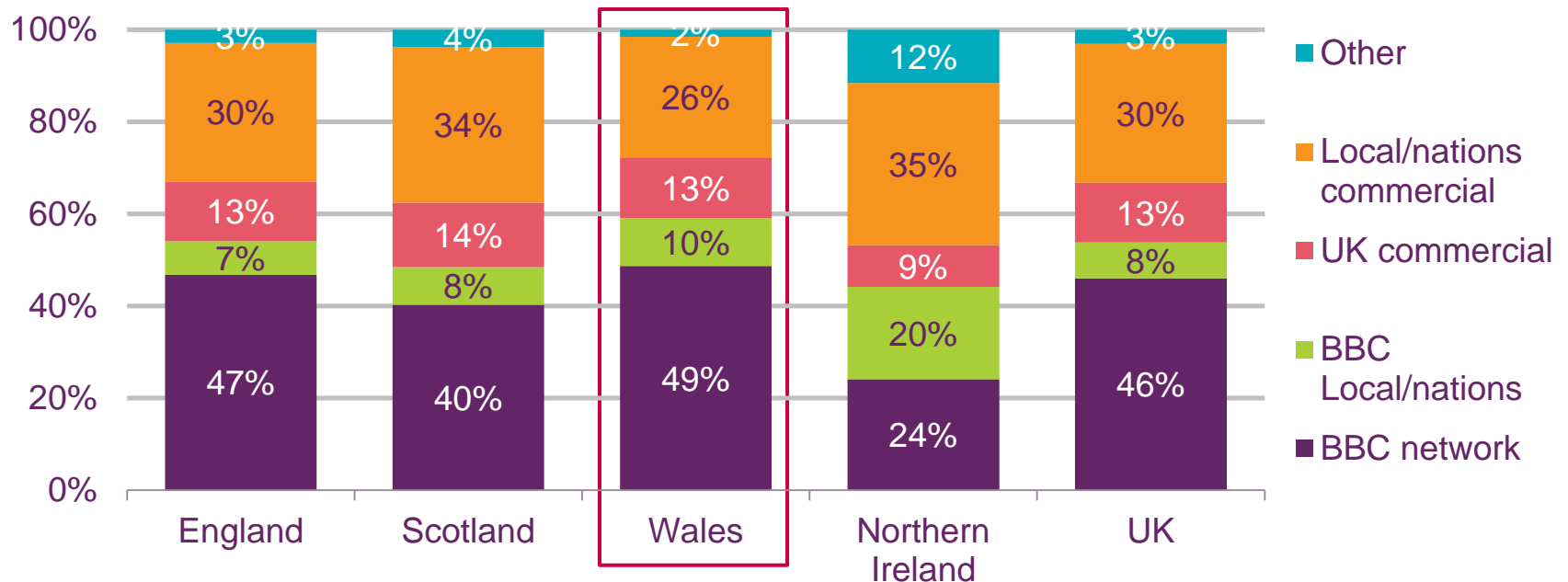


Source: RAJAR, All adults (15+), year ended Q4 2014. Reach is defined as a percentage of the area's adult population who listen to a station for at least five minutes in the course of an average week.

## Figure 3.4

### Share of listening hours by nation: 2014

Share of listening hours

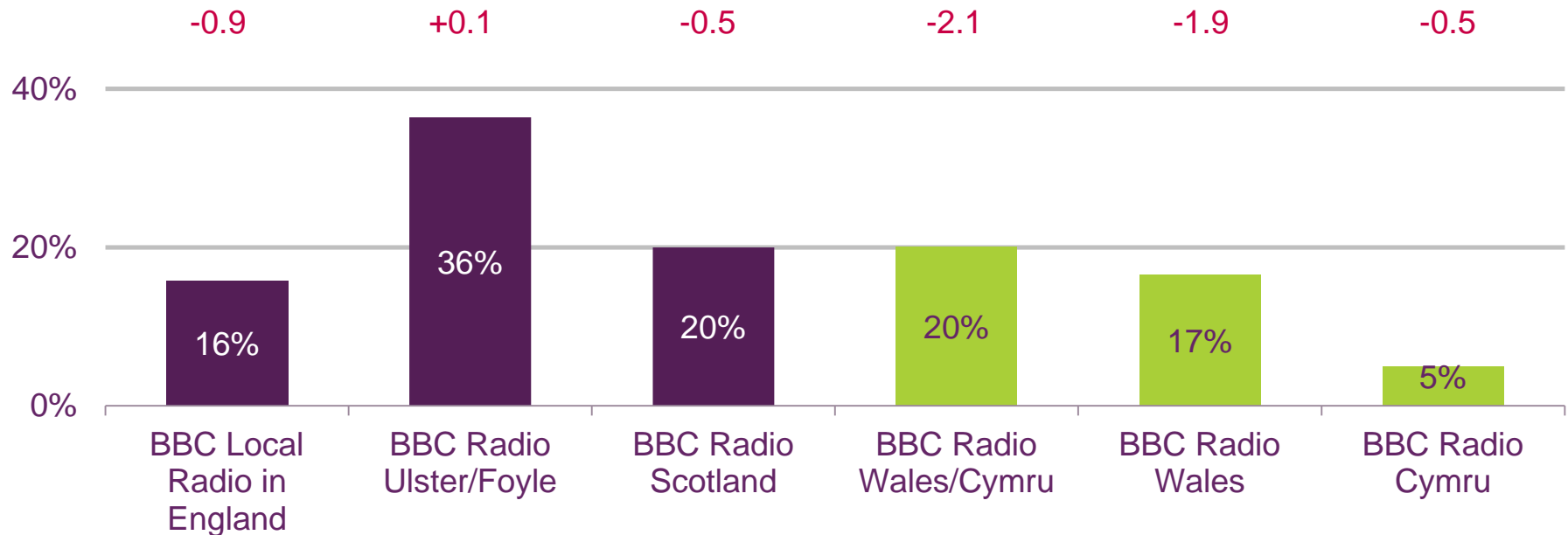


Source: RAJAR, All adults (15+), year ended Q4 2014

## Figure 3.5

### Weekly reach for nations/local BBC services: 2014

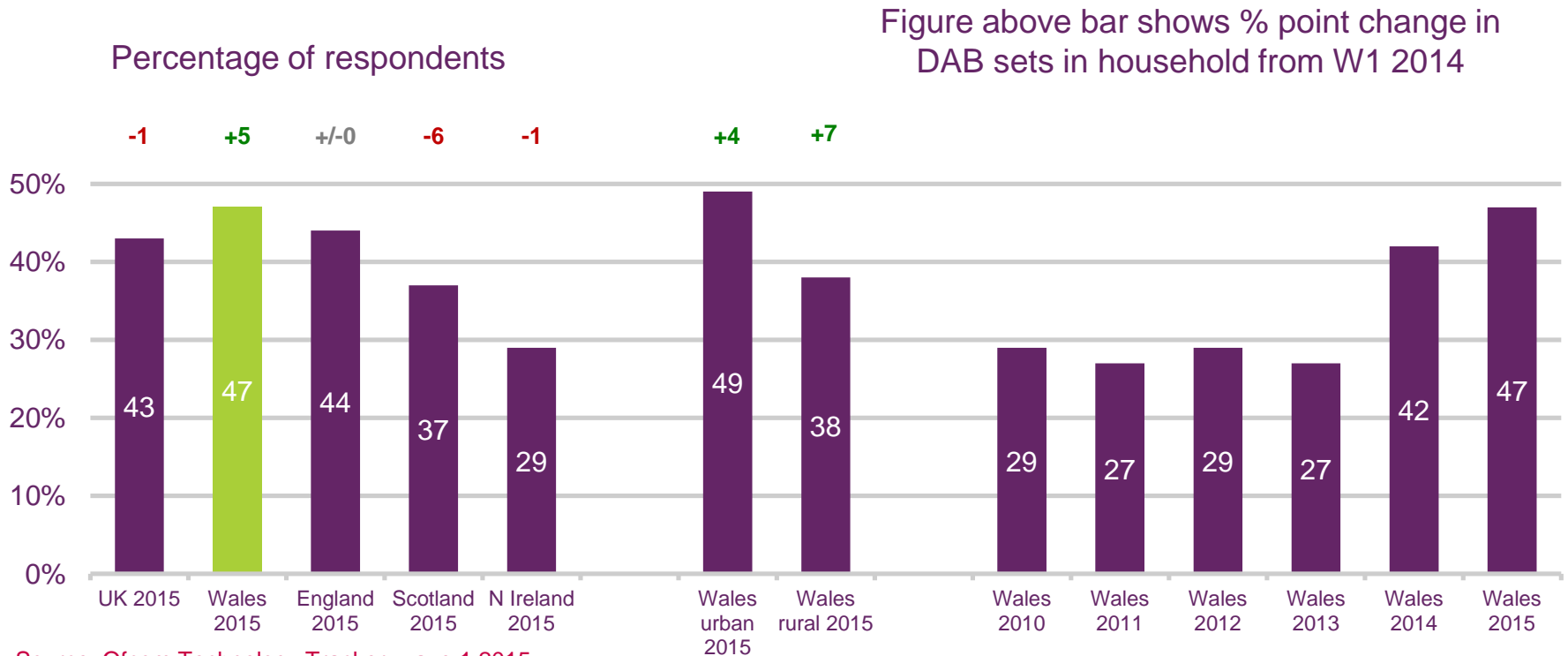
Change on previous year (percentage points)



Source: RAJAR, All adults (15+), year ended Q4 2014

# Figure 3.6

## Ownership of DAB digital radios



Source: Ofcom Technology Tracker, wave 1 2015

Base: Adults aged 16+ who listen to radio (n = 2934 UK, 406 Wales, 1735 England, 386 Scotland, 407 Northern Ireland, 205 Wales urban, 201 Wales rural, 854 Wales 2010, 397 Wales 2011, 405 Wales 2012, 383 Wales 2013, 403 Wales 2014, 406 Wales 2015)

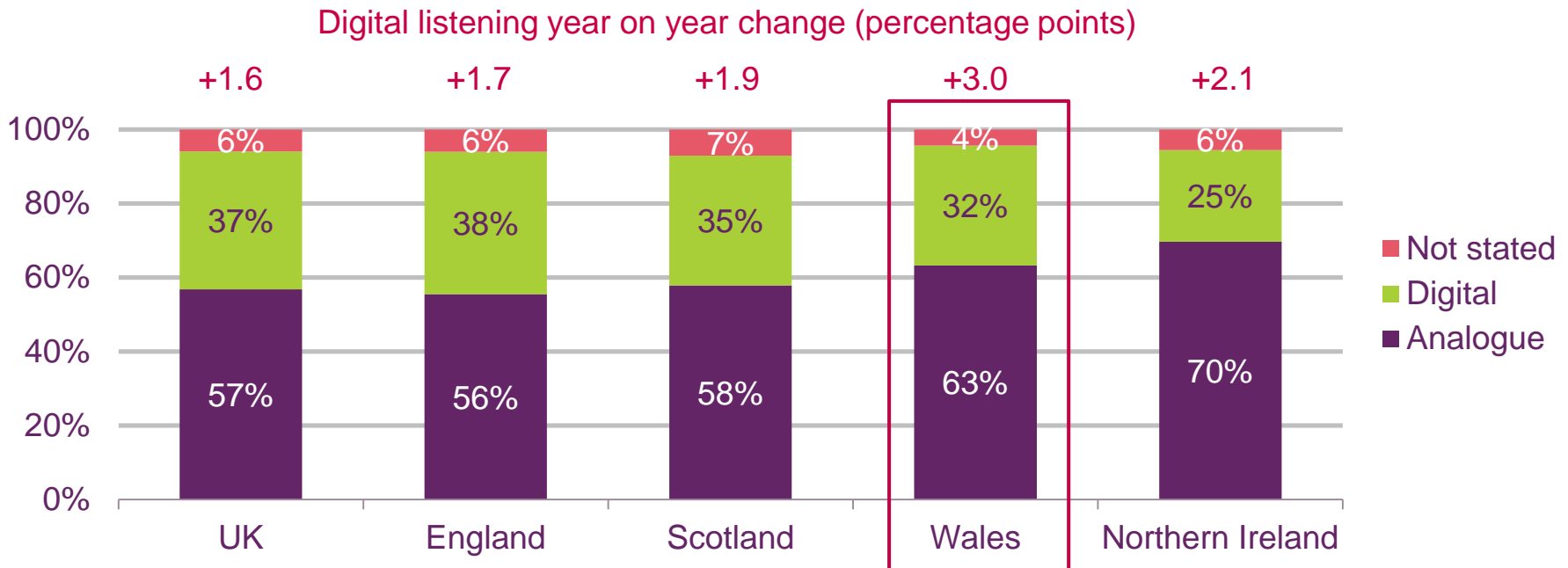
NB. Data in 2011 based on those who listen to radio and have any radio sets in the household that someone listens to in most weeks

QP9. How many DAB sets do you have in your household?



## Figure 3.7

### Share of listening hours via digital and analogue platforms: 2014



Source: RAJAR, All adults (15+), year ended Q4 2014

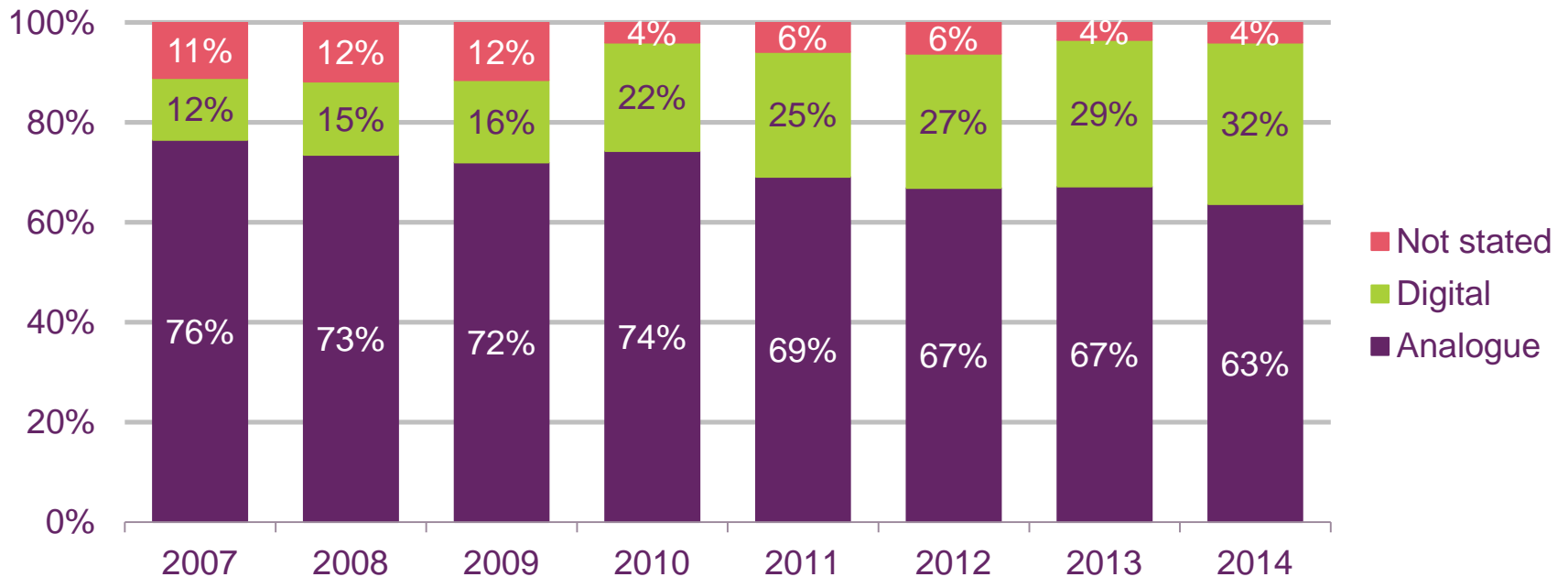
Note: 'Digital platforms' refers to radio services that can be accessed through a range of devices. This includes DAB digital radios, digital television, and devices that connect to the internet such as dedicated radios incorporating WiFi connectivity, home PCs, and mobile handsets which can connect to the internet.



## Figure 3.8

Share of listening hours via digital and analogue platforms in Wales: 2007-2014

Share of total listening hours

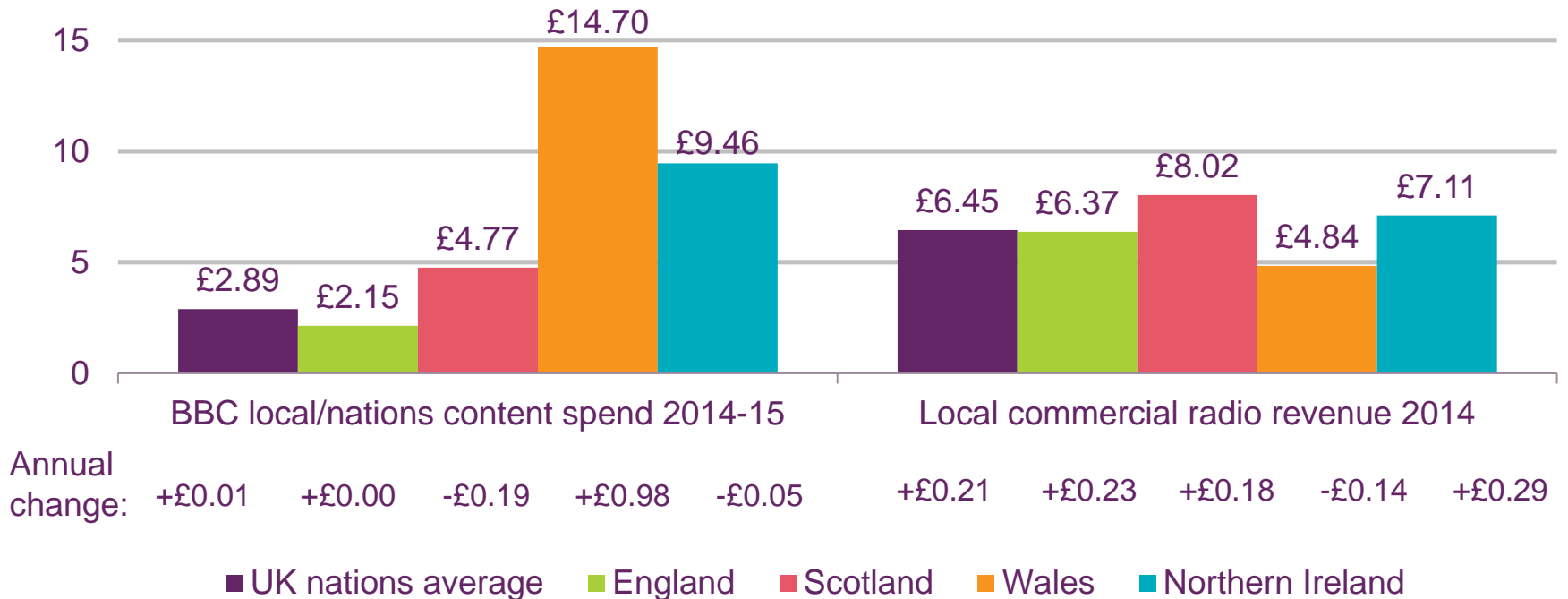


Source: RAJAR, all adults, calendar years 2007-2014

# Figure 3.9

## Local/nations radio spend and revenue per head of population: 2014-15

Radio revenue / spend per head (£ per capita)



Source: Broadcasters

Note: The UK total shows the average for local commercial radio across the four nations and therefore excludes revenues for the UK-wide commercial stations: Classic FM, talkSPORT and Absolute.